





### CANADIAN WOOLLENS

Discrimination Against Home Made  
Clothes—A Missed Policy

A few weeks ago the "Journal of Commerce" of Montreal, of which Hon. W. S. Fielding, the late Minister of Finance, is editor, wrote as follows in support of domestic woollen fabrics:

"A common complaint against the textile manufacturers and exporters in this country is the very apparent protection in favor of foreign fabrics, or the so-called value that foreign fabrics are given in the market by domestic manufacturers. The idea has been caught by a few in the trade who are interested in selling foreign goods, but to one who is at all conversant with the fabric market, factored by many of our mills, such an evidence on such tales. Still, the fact is that our mills are compelled to recognize it in considering the competition of foreign textile manufacturers."

"The fallacy was fostered years ago under the old tariff law with the United Kingdom, when practically all the woollens and worsteds imported were of a distinctly higher than average type, owing to the fact that the medium and low grade fabrics now coming into the country could not be imported profitably at that time. To assist in securing an unwarranted profit, some jobbers or merchant tailors placed foreign tickets on much of the better grade of their purchases from domestic sources, thereby creating in the minds of the ultimate consumers the false impression that at the time, high grade fabrics were of foreign origin."

"Comparison of fabrics from the standpoint of intrinsic worth, perfection of manufacture, style, color and finish, will convince the unprejudiced investigator that the domestic manufacturer has made wonderful progress in the development of the industry—that Canadian woollens and worsteds are as well equipped as those in any other country and are now producing fabrics which are fully equal to those manufactured abroad. Much of the domestic product is probably still sold as of foreign manufacture. The custom still exists to mark Canadian goods as foreign, but merchants feel indignant when their attention is called to the fact that much of the goods they sell as domestic make. These same merchants are the ones who should lead the movement to break down this prejudice. It is working against their interests in as much as they are innocent of any attempt to hoodwink the consumer. They buy in good faith and as they believe that nothing good can be made in Canada in the way of woollen or worsted goods they make little effort to ascertain the true origin of the fabrics they buy. It is surely a question that deserves serious attention from both merchants and manufacturers, and should be dealt with accordingly."

While written before the war, the above statement is of special interest at the present time. Most of the foreign sources of supply of woollen goods are close to Canada today. Canadians will, therefore, be forced to purchase the product of the domestic factories during the next few months at any rate. Their purchase of the Canadian article will be a striking object lesson and will convince the most skeptical that what is made in Canada is equal value for value, to anything that can be produced abroad.

### MANUFACTURERS AND CONSUMERS

An Excellent Statement—How the War Strengthens the "Made-in-Canada" Appeal

Under the heading, "Buy Canadian Goods," a well known Canadian periodical has the following sane and well worded appeal in a recent issue: "This is no longer a commercial appeal. It is the rallying cry of combatants fired with imperial and national patriotism. We must furnish Britain and our friends at war with food and supplies. More land should be brought under cultivation, and part of our urban population transferred to the task of bringing wealth out of the soil. The money received for our products will go far to provide for our necessities and, if wisely circulated in our own country, will alleviate distress from unemployment. This is the perfect circle that will benefit our farmers, keep our factories in operation, provide work, maintain credit and retain money. It is the duty of Canadian citizens to spend every possible dollar at home during the war. Sending money abroad in payment for foreign goods indirectly helps the enemies of Britain, because such action weakens ourselves. Campaigns should be organized by the citizens

in every community. The support of the local press, public officials and the general public is essential. It is evident that a good deal of goods from foreign countries, deflected from the ports of belligerent nations, will be directed to overwhelm our markets."

Drive Our Resources  
While our full-blooded men fight in Europe, let us fight at home to develop the sources of our national wealth and save our money from being a time of need. All that stands between our safety and prosperity and the consequent Germans is a group of idle men in the North Sea. The fundamental struggle is only begun, and it is shrouded in uncertainty. The struggle and its after-effects will be as to the limit of endurance Canadian producers and consumers must stand together, watchful of one another's interests, ready to sacrifice personal inclination, willing to incur inconvenience. This is no time to indulge whims, prejudices or fancies in favor of foreign manufactures. Neither should citizens who have means economize too severely; spend now, keep factories going and re-invest later. In such a crisis every thing should be done by the manufacturers, wholesalers and retailers, if necessary, by the Government, to keep down to the lowest possible figure the price of articles manufactured in Canada which Canadians are asked to buy for patriotic reasons. Manufacturers and consumers must show consumers that they are willing to dispense temporarily with profits and will be satisfied to make a good merit. By restricting their purchases to Canada, consumers are bound to reap the advantageous benefits of prices which is the natural result of large outputs, and they will escape the inevitable levies and possible confiscations which must follow self-imposed unemployment. Let the coming by buying at home. Unite For More

Time as we who perish in Canada can hammer the enemy by making our own exports as near as possible self-sustaining, and producing from our national resources the greatest possible amount of wealth. To the farmer in the first instance, the miner, the lumberman, the fisherman and the manufacturer is given an opportunity to serve their country in their own calling. Let us present a united front for "Made-in-Canada" production. Begin by patronizing the stores in your own town. Ask for goods made in your own district if you have factories there, but at any rate buy "Make-in-Canada" goods, and if what you want is not made in Canada be sure to buy within the Empire.

### RETAIL MERCHANTS AND "MADE-IN-CANADA" POLICY

Patriotism and Self-Interest Prompts  
Sale of Home Made Articles—Reduce Unemployment and Charity

Practical action by the Quebec branch of the Retail Merchants' Association of Canada was taken at a meeting held in Montreal immediately after the outbreak of the war. The following letter from the Quebec Secretary of the Association, Mr. J. A. Beaudry, offers good advice to the retailer and the customer alike. Every Canadian housewife should bear in mind this timely statement when she goes into the corner store to make her next purchase:

For years past, millions of dollars worth of goods have been imported into Canada from the countries involved in the war. These importations have now practically stopped, and may not be resumed for a very considerable period. The consequence is that the price of all imported goods has very materially increased, and will continue to increase in proportion to the extent the demand upon the supply, and we shall not be surprised to see the supply completely exhausted within a very short time. This fact is creating some concern in the minds of the public, who seem to believe that the merchant is responsible for such an increase.

We think it would be advisable for you to point out to your customers that in their purchases they should give preference to goods made in Canada, which would avoid paying such high prices, and would help to keep the Canadian factories busy, thereby giving employment to thousands of Canadians. At this particular time, are so much in need of earning as much as possible.

To encourage home industries is a good policy at all times, but should be acted upon at this trying period for self-preservation, and we strongly suggest that you cooperate with your customers in this matter, thereby doing your share in educating the public to this end, and by so doing, greatly aiding.

Yours truly,  
The Retail Merchants' Association of Canada, Inc.

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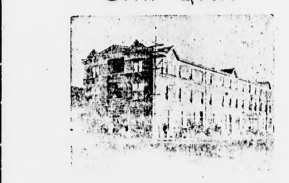
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